



WPTV

ORDER

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Flight Dates 10/29/12-11/05/12

	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Contract / Revision</u>	307368 / American Crossroads	<u>Estimate #</u>	694
<u>Original Date / Revision</u>	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
08/08/12 11/01/12	<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u> American Crossroads	66 Canal Center Plaza - Suite 555 Alexandria, VA 22314-1576	<u>Order Type</u>	GENERAL
<u>Agency</u> Crossroads Media		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>	<u>Sales Office</u> EWSDC	<u>Billing Calendar</u>	BROADCAST
66 Canal Center Plaza - Suite 555 Alexandria, VA 22314-1576	<u>Sales Region</u> NAT	<u>Demographic</u>	A25-54
	<u>Agency Ref</u>	<u>Rev Codes</u>	POL POL ISS
		<u>Product Codes</u>	PL
		<u>Priority</u>	P-2
		<u>Advertiser Ref</u>	

Primary Account Executive

Primary Assessment

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	35	\$36,975.00	\$43,500.00	0.00	10/29/12	11/05/12	35	\$36,975.00	\$43,500.00
Totals	35	\$36,975.00	\$43,500.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	35	\$36,975.00	\$43,500.00	0.00	10/29/12	11/05/12	35	\$36,975.00	\$43,500.00
Totals	35	\$36,975.00	\$43,500.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 1	WPTV	10/30/12	11/05/12	M-F 5-6a M-F 5-6a		CM	5-6a		11111- -	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/30/12 11/05/12 11111- - 5 \$650.00 0.00																		
E 2	WPTV	10/31/12	11/05/12	M-F 6-7a M-F 6-7a		CM	6-7a		1- 1- 1- -	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/30/12 11/05/12 1- 1- 1- - 3 \$1,500.00 0.00																		
E 3	WPTV	10/30/12	11/01/12	M-F 7-9a M-F 7-9a		CM	7-9a		- 111- - -	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00	



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Hiatus Dates

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Advertiser **American Crossroads**

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 10	WPTV	10/31/12	10/31/12	M-F 530-6p M-F 530-6p	CM	530-6p	-- 1----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-- 1----		1	\$1,800.00			0.00						
E 11	WPTV	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-----	:30	1	\$2,000.00	P-2	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	1-----		1	\$2,000.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	1	WPTV	10/30/12-11/05/12	M-F 6-630p		6-630p				M-----		:30	(\$2,000.00)	0.00	NM	
		See MG 5.6														
		[na]														
E 12	WPTV	10/31/12	10/31/12	M-F 630-7p M-F 630-7p	CM	630-7p	-- 1----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-- 1----		1	\$3,500.00			0.00						
E 13	WPTV	10/30/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	11- 1---	:30	3	\$1,000.00	P-2	0.00	NM	2	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	11- 1---		3	\$1,000.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	3	WPTV	10/30/12-11/05/12	M-F 7-730p		7-730p				MT- Th-----		:30	(\$1,000.00)	0.00	NM	
		See MG 5.5														
		[schedule change to nightly news]														
E 14	WPTV	10/31/12	10/31/12	M-F 730-8p M-F 730-8p	CM	730-8p	-- 1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-- 1----		1	\$1,000.00			0.00						
E 15	WPTV	10/30/12	10/30/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	- 1-----		1	\$1,700.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
	1	WPTV	10/30/12-11/05/12	M-F 11-1135p		11-1135p				- T-----		:30	(\$1,700.00)	0.00	NM	
		See MG 15.2														
		2 NPTV 10/30/12-11/05/12 M-F 11-1135p														
		(M) MG for 15.1 10/30														
		[mg to Wed due to sell out on Tue]														
E 16	WPTV	11/02/12	11/02/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	--- 1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	--- 1--		1	\$700.00			0.00						
E 17	WPTV	11/03/12	11/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	---- S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	---- S-		1	\$1,000.00			0.00						
E 18	WPTV	11/04/12	11/04/12	Su 8-9a Su 8-9a	CM	8-9a	----- S	:30	1	\$1,200.00	P-2	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	----- S		1	\$1,200.00			0.00						



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